

## CASE STUDY

# Customer Data Analytics for a Retail Company Looking to Improve Marketing Strategies



## OVERVIEW

The client is a prominent retail chain in Western US with over US\$ 6.5 million in revenue and 300+ premium convenience stores globally.

## CHALLENGES

The client sought insights into customer behavior and loyalty to improve marketing strategies. The retail transactional data, containing critical customer information, needed to be cleaned and deduplicated to evaluate customer lifetime value (CLV) and total revenue across diverse customer segments and demographics.

### INDUSTRY

- Retail

### SERVICES

- Data Governance
- Customer Analytics
- Reporting/Self-Service BI

### TECHNOLOGY

- Data Studio
- Data Flow
- Team City
- Big Query
- Machine Learning
- Google Cloud Storage
- Power BI
- DataPrep



## SOLUTION

Contata mined and processed data, creating dashboards in Google Cloud Storage and BigQuery. We Included ETL using Google Cloud Dataflow, cleaning/prep with Cloud Dataprep, BigQuery design, ML model development, and Google Data Studio-based reports. Propensity analysis ML model identified leads for targeted cross-selling, boosting average customer spending per visit. We also implemented A/B loyalty schemes on retail transactional data for measurable results, forming a successful program template for franchise expansion.

## BENEFITS

- Significantly reduced marketing costs with improved conversion rates.
- Enhanced business intelligence for tracking customer lifetime value.
- Templated customer spending model for franchise expansion based on data reports and trends.
- Cleaned and refined insights from historical data.

## About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.